

Harvard Joint Center for Housing Studies

AGING + PLACE

Designing Housing & Communities for Aging Populations

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Perkins Eastman

Knowing the Consumer

Knowing What's Coming

Knowing What's Coming

Knowing What's Coming

The Bridge Generation Consumers influenced by their "Boomer" children

- Intellectual Stimulation
- Environmental Protection and Enhancement
- Healthy Lifestyle
- Sense of Place
- Sense of Community
- Lifelong Learning
- Economic and Racial Diversity
- Convenient and Efficient Transportation
- Energy Conservation
- Aesthetic Design and High-Quality Construction
- Economic Viability
- Technology Savvy

New Senior Consumer's Checklist

The Bridge Generation Consumers influenced by their "Boomer" children

- Choice
- Variety / flexibility
- Independence
- Individuality / involvement
- Service driven / value
- Diversity / integration
- Community values
- Sustainability
- Web-based communication

Knowing What's Coming

The Continuum

Residential

- Continuing Care Retirement Community (CCRC)
- Life Care
- Fee for Service
- Refundable Entry Fee
- Rental
- Cooperatives
- Condominiums

- Residential w/ Services
- Board and Care
- Domiciliary Care
- Adult Home
- Personal Care
- Residential Alzheimer Facility (RAF)
- Sheltered Care
- Adult Congregate Living Facility (ACLF)
- Rest Homes

- Health Related Facilities (HRF)
- Skilled Nursing Facilities (SNF)
- Intermediate Care Facilities (ICF)
- Alzheimer's
- Rehab
- Green House*

Understanding the Past

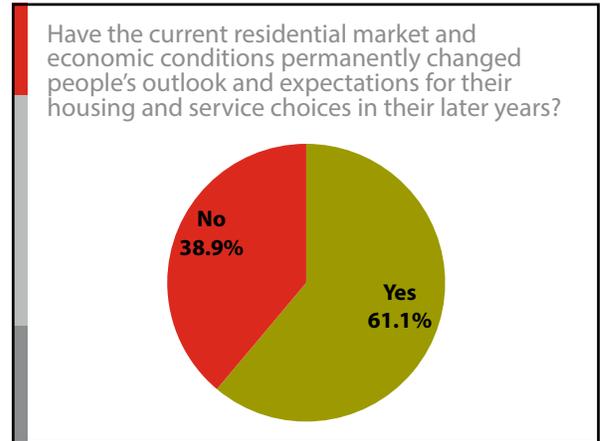
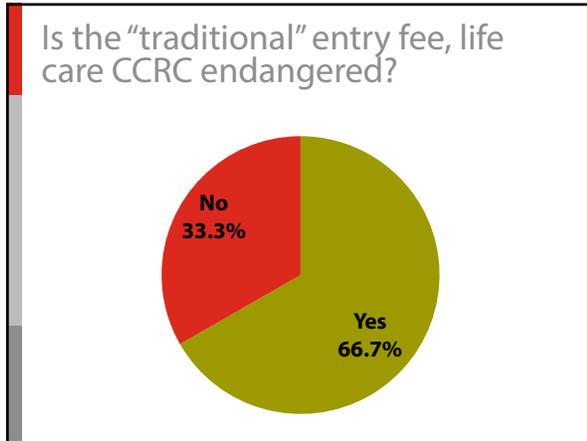
The Age Wave

Sea Changes

- Demographic
- Political
- Medical
- Technological
- Societal

Stock market plunge/recession (2008)

In 2010, we asked 63 providers across the country...



How do we look for **early predictors** of change?

The TIPPING POINT
How Little Things Can Make a Big Difference
MALCOLM GLADWELL

Shift from total control to **partnering**

Sterling College
STUDENT
Smith, Adam

Shift from things to **experiences**

AUTHENTIC
GENUINE
REALNESS

The marketplace wants to stay at home... **however they define it.**

Independent for Life: Homes and Neighborhoods for an Aging America

- Americans are aging in traditional housing designed for yesterday's realities.
- 90% of Americans surveyed indicate a preference to age in their existing homes and communities.
- What can be done quickly and affordably to support successful aging in place?



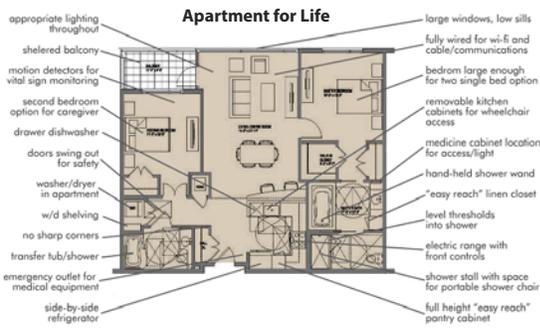
The Challenges

- Aging in place is not just about housing; integrated services are critical. Sound urban planning is essential.
- The aging population is diverse; needs at 65, 75 and 85 vary markedly.
- Affordability is an issue – longer retirements, less savings and housing market changes are problematic.
- Caregiving is a reality that affects families and individuals nationwide.
- Model programs exist, but need to be replicated and evaluated.



Courtesy of
STANFORD CENTER ON LONGEVITY

Aging in Place | Unit Design



The Fully Integrated Home



Technology: a Tool for Providing Care



Lifelong Homes: Livable Design

- Certification program
 - Individual homes are certified after incorporating a minimum set of standards
 - Certified, Gold and Platinum
- Founded by Eskaton, a non-profit senior living and service provider



Accommodating Lifelong Living

- Adapt environment to user by moving traditionally fixed items
- Maximize individual's independent performance of daily tasks



Pressalit

Specialized Dementia Design for Cognition



House for Betty®

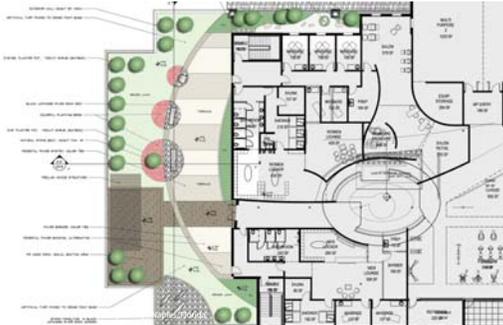
Demand for existing products will decline as we offer more **options and services.**

Incremental Re-invention



U.S. Dept. of Veterans Affairs
Danville, Illinois

Rehabilitation and/or Palliative Care is the Focus on Long Term Care



Diversity of Models: Living on Main Street



St. John's on the Lake | Milwaukee, Wisconsin

Diversity of Models: Lifestyle Choices | Urban Living




Sun City Ginza East
Tokyo, Japan

Diversity of Models: Lifestyle Choices | Active Adult




Christie Place
Scarsdale, New York

Leverage Resources: Hub and Spoke



- 34 units
- Satellite to CCRC (1 mile)
- "On" Main Street
- No dining or fitness on site

The Embassy
Mt. Lebanon, Pennsylvania





Senior consumers will demand the best service and value... **whoever provides it.**

Leverage CCRC Resources by "Hosting"



- 83 Partners
- Wellness
- Academic
- Entertainment
- Bistro
- Resource

C.C. Young: The Point, Center for Arts & Education
Dallas, Texas

Leverage CCRC Resources by "Hosting"





C.C. Young: The Point, Center for Arts & Education
Dallas, Texas

Leverage Resources: Inviting Broader Community In



Fairhaven Retirement Community | Sykesville, MD



Cumberland Woods Village | McCandless, PA

University Partnership



Lasell Village | Newton, Massachusetts

Leverage Resources: Partner with Non-Senior Providers



NCPH CCRC | Foster City, California



Leverage Resources: Partner with Non-Senior Providers



Village of Crystal Springs | Annapolis, Maryland

Renderings courtesy of Streetsense.

Leverage Resources: Retail Community Services



Signature 180

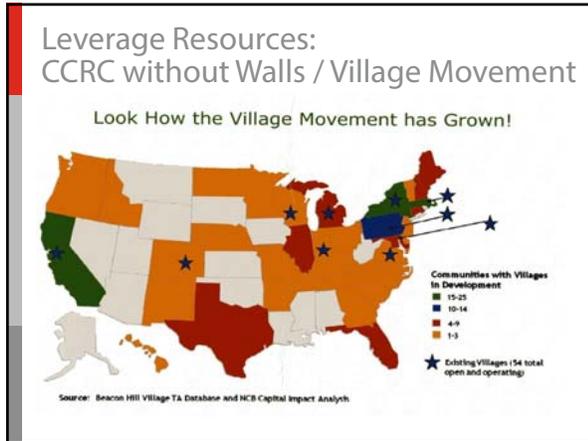


Leverage Resources: Seeing Home as "Competition"



Courtesy of Mather LifeWays.





Leverage Resources: Age Friendly Communities

AGE-FRIENDLY CITY TOPIC AREAS

- TRANSPORTATION
- HOUSING
- SOCIAL PARTICIPATION
- RESPECT AND SOCIAL INCLUSION
- CIVIC PARTICIPATION AND EMPOWERMENT
- COMMUNICATION AND INFORMATION
- COMMUNITY SUPPORT AND HEALTH SERVICES
- OUTDOOR SPACES AND BUSINESS

Seniors will expect a **continuity of lifestyle.**



Diversity of Models: Lifestyle Choices



- Culture/Lifestyle Targeted**
 - Lifestyle driven with shared values and experiences
 - Family may not be support structure
 - Niche markets




RainbowVision Santa Fe
Santa Fe, New Mexico

Diversity of Models: Co-Housing



- Retiring with friends
- Small scale, "in" community
- Self-planned and designed
- Community reliance for services




Westwood Cohousing | Asheville, North Carolina

Harmony Village Cohousing, Golden, Colorado

What could the **future** look like?



Sea Changes | Demographic

	Biomedical breakthroughs and advances in disease prevention continue to decrease mortality rates .
2015	Major numerical increases in the 85+ world population growth is in countries such as China and India.
2020	The 85+ US population spirals from 3.3 million in 1990 to 23.3 million in 2020 , representing an over 600% increase in this vulnerable age group.
2025	Japan experiences a 274 percent increase in the 80+ population between 1990 and 2025.
2035	Oldest living person celebrates 140 th birthday!



Sea Changes | Political

	World sees "Third Age Party" established.
2015	Republican party splintered-in-half due to infighting regarding social security benefits between the young and the old.
2020	State retirement age revised to 75 years in Europe, and Japan.
2025	America's second woman president , Chelsea Clinton, takes the oath.
2035	International "Junger Party" born.



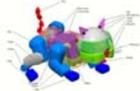
Sea Changes | Medical

	Scientists discover means to "Switch off Alzheimer's gene" - Alzheimer's disease gene therapy begins. Cancer and AIDS follow.
2015	Home testing kits for Alzheimer's gene fly off of the pharmacy shelves.
2020	Incidence of other conditions such as arthritis and heart disease radically evaporate as Medical/DNA research finally conquers key causes of death in older persons.
2025	Special care units occupancy levels plummet.
2035	Life expectancy rises to 150 years+.



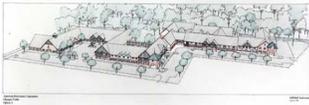
Sea Changes | Technological

	Bill & Melinda Gates Foundation and Apple/Jobs Foundation fund research for creation of the first "I-Care."
2015	Apple iGlasses provide wearer with streaming data from medication reminders to facial recognition and names.
2020	30% of single woman over the age of 85 have a robotic cat, named Robokoneko.
2025	Apple's iTechnology group beta tests wearable biometric screening called iT Depends.
2035	I-CARE Robotics becomes standard feature in new homes... and cars.




Sea Changes | Societal

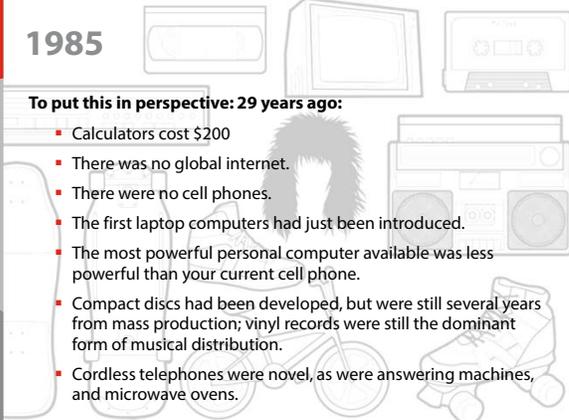
	Age segregation declared unconstitutional by Supreme Court.
2015	Older consumers resent concept of age segregated housing as an environment of choice.
2020	Former Assisted Living communities open doors to all generations requiring care and support.
2025	TIME magazine declares "Is Retirement Dead?"
2035	CCRCs demolished under new Federal program called 2-old for you-2.

1985

To put this in perspective: 29 years ago:

- Calculators cost \$200
- There was no global internet.
- There were no cell phones.
- The first laptop computers had just been introduced.
- The most powerful personal computer available was less powerful than your current cell phone.
- Compact discs had been developed, but were still several years from mass production; vinyl records were still the dominant form of musical distribution.
- Cordless telephones were novel, as were answering machines, and microwave ovens.



baby boomerang village

A self-study, self-sustaining, eco-friendly biosphere for all ages

Natural Outback Community sponsored by:

- Phoenix University
- Dr. Scholl's & Birkenstock
- Apple Computer
- The Jerry Garcia Foundation




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Our business affiliates Harvard and New York University offer:

- Online MBAs... because you never had the chance
- Chess masters... because you always wanted to
- Film-making... because you can be the star




baby boomerang village



Bring back the Dead:

- Holographic concert headlined by The Grateful Dead and a reunited virtual Beatles

Intergenerational activities:

- Recreational storytelling
- Monthly show and tell days in various languages

Our grass is greener and we smoke it!



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Local native extremist, Ted Nugent, educates you in organic and extreme outdoor living:

- Family time - Grow your own food
- Join in extreme sports in a virtual environment
- Relax with yoga and meditation, and herbal treatments



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Enjoy our multiple locations:

- Enjoy the natural luxuries of the fully equipped human habitat biosphere with rainforest, desert, ocean, marsh, and agriculture biomes
- High tech vs. low tech living all in one
- City Center
- Or timeshare them all!



baby boomerang village



Enjoy our travel partners:

- Leave the driving to us
- Have your own "cyclopod" and get urban street cred



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Enjoy our cloud culture with digital translator connecting people to dialogue, deals and distribution.

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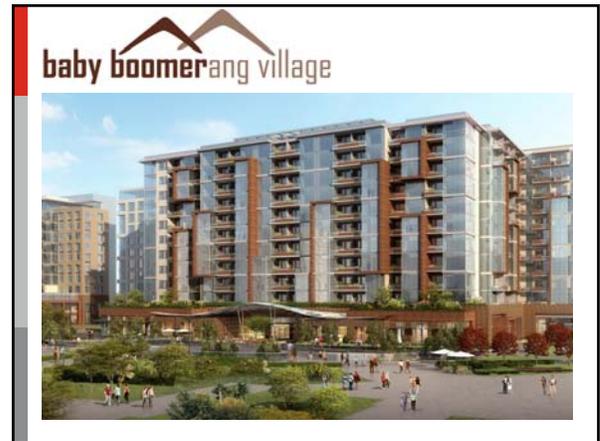
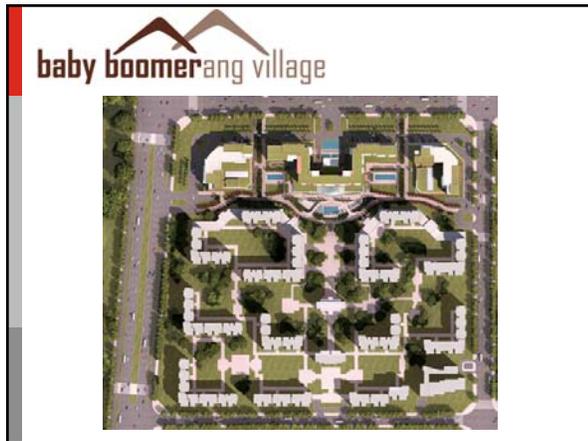
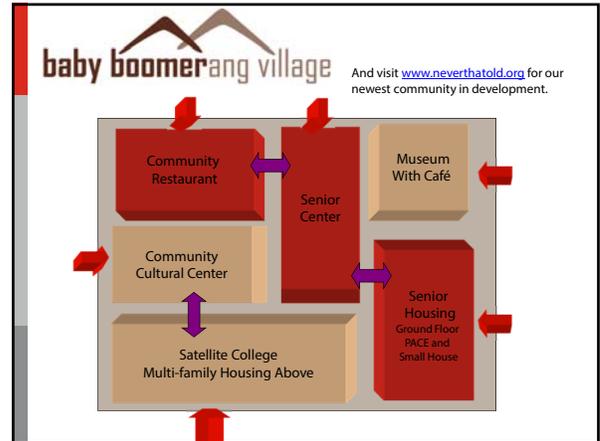


Our business partners **ebay** FORTUNE and **craigslist** can provide a virtual work environment to stay connected and work for those who can't find their nest egg.



baby boomerang village Visit our locations:

Former Hyatt Regency, Atlanta, GA... see a vertical farm in the atrium
 65-72 floors of Freedom Tower, NYC
 Former World Expo, Shanghai, China
 San Diego Zoo (we let the dolphins go home!)



- We don't have to do it alone**
- We can leave a smaller footprint**
- We can make a difference in new and unlikely ways**
- We can have a broader appeal**
- It can be fun**
- We can be part of an age friendly community**

Thank You

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